

### IN THE CLAIMS

Please cancel claims 38-42, 61-62, 64-65, 67-69 and 75 without prejudice.

Please amend the following claims that are pending in the present application:

1. (Original) A method for displaying a message in conjunction with an advertisement on a World Wide Web page, comprising:

determining an advertisement to be displayed on a World Wide Web page;

determining a message to be displayed on said World Wide Web page, wherein said message is thematically related to said advertisement;

determining targeting criteria associated with said message;

receiving a request to serve said World Wide Web page;

serving said World Wide Web page;

serving said advertisement for display on said World Wide Web page,

tailoring said message page based, at least in part, on said targeting criteria; and

serving said tailored message for display on said World Wide Web page

2-3. (Cancelled)

4. (Original) The method of claim 1, further comprising:  
receiving personal information.

5. (Original) The method of claim 4, wherein said tailoring said message  
is based, at least in part, on said personal information.

6-7. (Cancelled)

8. (Original) The method of claim 1, further comprising:  
determining personal information prior to said serving said  
tailored message.

9-10. (Cancelled)

11. (Original) The method of claim 1, further comprising:  
setting a first time period.

12. (Original) The method of claim 11, wherein said serving said tailored message occurs at least said first time period after said serving said World Wide Web page.

13. (Original) The method of claim 11, wherein said serving said tailored message occurs at least said first time period after said serving said advertisement

14. (Original) The method of claim 1, wherein said serving said messages includes causing said tailored message to be displayed on said World Wide Web page for at least a fixed period of time.

15. (Cancelled)

16. (Original) The method of claim 1, wherein said serving said tailored messages includes causing said tailored message to be displayed on said World Wide Web page for a fixed period of time.

17. (Original) The method of claim 1, further comprising:

causing said tailored message to no longer be displayed on said World Wide Web page; and  
serving a second message.

18. (Original) The method of claim 1, further comprising:  
determining if said targeting criteria has been met prior to said  
serving said tailored message.

19. (Original) The method of claim 1, further comprising:  
determining if said targeting criteria has been met prior to said  
serving said advertisement.

20. (Cancelled)

21. (Original) The method of claim 1, further comprising:  
determining external information.

22. (Original) The method of claim 21, wherein said tailoring said message  
is based, at least in part, on said external information.

23. (Cancelled)

24. (Original) The method of claim 1, wherein said World Wide Web page is arranged such that said advertisement is displayed proximal to said tailored message.

25. (Original) The method of claim 1, wherein said World Wide Web page is arranged such that said tailored message is displayed within said advertisement.

26. (Original) The method of claim 1, further comprising:  
changing a display attribute of at least a portion of said tailored message.

27-30. (Cancelled)

31. (Original) A method for displaying a message in conjunction with an advertisement on a World Wide Web page, comprising:  
determining an advertisement to be displayed on a World Wide Web page;

determining a plurality of messages associated with said advertisement wherein each of said plurality of messages is thematically related to said advertisement;

determining targeting criteria associated with said plurality of messages;

determining personal information;

receiving a request to serve said World Wide Web page;

serving said World Wide Web page;

serving said advertisement for display on said World Wide Web page;

selecting at least one of said plurality of messages based, at least in part, on said

personal information and said targeting criteria; and

serving said at least one of said plurality of messages for display on said World Wide Web page.

32. (Cancelled)

33. (Original) The method of claim 31, further comprising:  
tailoring said at least one of said plurality of messages based, at  
least in part, on said personal information prior to serving said at least one  
of said plurality of messages.
34. (Cancelled)
35. (Original) The method of claim 31, further comprising:  
tailoring said at least one of said plurality of messages prior to  
serving said at least one of said plurality of messages.
36. (Cancelled)
37. (Original) The method of claim 31, wherein said World Wide Web page  
is designed such that said advertisement is displayed proximal to said at least  
one of said plurality of messages.
- 38-44. (Cancelled)

45. (Original) A method for displaying a message in conjunction with an advertisement on a World Wide Web page, comprising:

determining an advertisement to be displayed on a World Wide Web page;

determining a message to be displayed on said World Wide Web page, wherein said message's subject matter is related to said advertisement's subject matter;

determining targeting criteria associated with said message;

receiving a request to serve said World Wide Web page;

serving said World Wide Web page;

serving said advertisement for display on said World Wide Web page; and

serving said message for display on said World Wide Web page if said targeting criteria has been met.

46. (Original) The method of claim 45, further comprising:

serving a default message if said targeting criteria has not been met.

47. (Cancelled)



48. (Original) The method of claim 45, further comprising:

determining if said targeting criteria has been met.

49. (Original) The method of claim 48, further comprising:

determining personal information.

50. (Original) The method of claim 45, further comprising:

tailoring said message based, at least in part, on said personal information,  
if said targeting criteria has been met

51. (Original) The method of claim 45, wherein said World Wide Web page  
is designed such that said advertisement is displayed proximal to said message.

52-53. (Cancelled)

54. (Original) A method for displaying a message in conjunction with an  
advertisement on a World Wide Web page, comprising:

determining an advertisement to be displayed on a World Wide  
Web page;

determining a message to be displayed on said World Wide Web page, said message being associated with said advertisement;

determining targeting criteria associated with said message;

receiving a request to serve said World Wide Web page;

serving said World Wide Web page;

serving said advertisement for display on said World Wide Web page;

serving said message for display on said World Wide Web page if said targeting criteria has been met; and

causing said message to be displayed proximal to said advertisement on said World Wide Web page if said targeting criteria has been met.

55. (Original) The method of claim 54, wherein said message is thematically related to said advertisement.

56. (Original) A method for displaying a message in conjunction with an advertisement on a World Wide Web page, comprising:

determining an advertisement to be displayed on a World Wide Web page;

determining a message to be displayed on said World Wide Web page, wherein said message is associated with said advertisement;

receiving a request to serve said World Wide Web page;

serving said World Wide Web page;

serving said advertisement for display on said World Wide Web page;

determining personal information;

tailoring said message page based, at least in part, on said personal information;

serving said tailored message for display on said World Wide Web page; and

causing said tailored message to be displayed proximal to said advertisement on said World Wide Web page.

57. (Original) The method of claim 56, wherein said message is thematically related to said advertisement.

58. (Original) A method for displaying a message in conjunction with an advertisement on a World Wide Web page, wherein the advertisement and the World Wide Web page have been served, comprising:

determining targeting criteria associated with the advertisement;  
determining personal information;  
tailoring a message based on said personal information and said targeting criteria; and  
serving said tailored message for display on the World Wide Web page.

59 (Original) The method of claim 58, further comprising:

causing said message to be displayed in proximity to said advertisement on said World Wide Web page.

60. (Original) The method of claim 58, wherein said tailored message is thematically related to the advertisement.

61-71.

72. (Original) A system for serving an advertisement, comprising:
- a memory;
  - a communication port; and
  - a processor connected to said memory and said communication port, said processor being operative to:
    - determine an advertisement to be displayed on a World Wide Web page;
    - determine a message to be displayed on said World Wide Web page, wherein said message is associated with said advertisement;
    - receive a request to serve said World Wide Web page;
    - serve said World Wide Web page;
    - serve said advertisement for display on said World Wide Web page;
    - determine personal information;
    - tailor said message page based, at least in part, on said personal information; and
    - serve said tailored message for display on said World Wide Web page.

73. (Cancelled)

74. (Original) An apparatus for serving an advertisement, comprising:

means for establishing an advertisement to be displayed on a  
World Wide Web page;

means for establishing a message to be displayed on said World  
Wide Web page, wherein said message is associated with said  
advertisement;

means for obtaining a request to serve said World Wide Web page,  
means for transmitting said World Wide Web page;  
means for transmitting said advertisement for display on said  
World Wide Web page;

means for retrieving personal information;  
means for customizing said message page based, at least in part, on  
said personal information; and  
means for transmitting said customized message for display on  
said World Wide Web page.

75-77. (Cancelled)

78. (New) The method of claim 14, further comprising  
determining said fixed period of time.
79. (New) The method of claim 31, further comprising:  
determining personal information.
80. (New) The method of claim 33, further comprising  
storing said personal information prior to said determining  
personal information.
81. (New) The method of claim 31, wherein said serving said advertisement  
includes directing a request to serve said advertisement to an ad server
82. (New) The method of claim 46, further comprising:  
determining said default message.